

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPAIR, INC.

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(604)

If you can't join 'em, beat 'em.

Most low tar cigarettes are just watered-down versions of old brands. Merit was designed from the ground up to be a great-tasting low tar. Enriched Flavor™ was developed exclusively to give Merit a rich, full, satisfying taste, with even less tar than other leading lights. In fact, the majority of smokers in a nationwide test agreed that Merit tastes as good or better than cigarettes with up to 38% more tar. So don't just join the Johnny-come-lights. Go for the original.

Enriched Flavor™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.8 mg
nicotine av. per cigarette
by FTC method.



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